

Tourism EventsBudget
FY 2019/20 Request

Item 5

Description	FY 2019/20 Request	FY 2018/19 Adopted
TOURISM DEVELOPMENT FUND (BED TAX)		
Downtown Marketing & Media		
Agencies, Advertising, PR and Social Media	\$ 260,000	\$ 100,000
HAPI		
PS Studios - Scottsdazzle Only		
Knife & Fort Media - Public Relations		
AJ Digital Marketing & Consulting - Social Media		
<i>Agencies, Advertising, PR and Social Media Sub-Total</i>	\$ 260,000	\$ 100,000
Old Town Brand Advertising	\$ 150,000	\$ 150,000
Brochure / Map	\$ 50,000	\$ 50,000
Event Promotions & Buys		
Scottsdazzle	\$ 60,000	\$ 60,000
Western Week	\$ 40,000	\$ 40,000
Spring Training	\$ 10,000	\$ 15,000
Brand Research & Launch	\$ -	\$ -
<i>Advertising, Promos, New Brand Launch</i>	\$ 310,000	\$ 315,000
Total Downtown Marketing & Media	\$ 570,000	\$ 415,000
Downtown Marketing Grants & Subsidies		
Districts Matching Marketing Fund	\$ 100,000	\$ 100,000
Downtown Event Activation		
Production & Staffing **	\$ -	\$ 150,000
Scottsdazzle & Additional Holiday Lighting (\$300K + \$100K)	\$ 400,000	\$ 400,000
Western Week	\$ 100,000	\$ 100,000
Spring Training	\$ -	\$ 10,000
Seasonal Entertainment	\$ 75,000	\$ 75,000
<i>Total Downtown Event Activation</i>	<i>\$ 575,000</i>	<i>\$ 735,000</i>
Downtown General		
Pedestrian Signage Plan & Design	\$ -	\$ 250,000
Small Business Promos & Programs	\$ 100,000	\$ 24,000
<i>Total Downtown Event Activation</i>	<i>\$ 100,000</i>	<i>\$ 274,000</i>
Total Downtown Grants, Event Activation & General	\$ 775,000	\$ 1,109,000
TOTAL DOWNTOWN INVESTMENT	\$ 1,345,000	\$ 1,524,000
Destination Event		
Canal Convergence	\$ 750,000	\$ 750,000
	\$ 750,000	\$ 750,000

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TOURISM DEVELOPMENT FUND (BED TAX)		
Special Event Rental & Street Banner Support		
Street Banner Program	\$ -	\$ 20,044
Barricade Rentals	\$ 35,000	\$ 35,000
Porta-John Rentals	\$ 20,000	\$ 20,000
Other Rentals / Misc. Expenses	\$ 20,000	\$ 20,000
	\$ 75,000	\$ 95,044
Museum of the West		
Marketing & Advertising - One-Time Funding	\$ -	\$ 200,000
Matching Fund	\$ 400,000	\$ 400,000
Education Programming	\$ -	\$ -
	\$ 400,000	\$ 600,000
TOTAL EVENT & SUPPORT INVESTMENT	\$ 1,225,000	\$ 1,445,044
TOTAL REQUEST	\$ 2,570,000	\$ 2,969,044
** Moving Expense to Administration Other Contractual		